

**FIG. 1**

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QUESTION ID	QUESTION CODE	QUESTION
251	Q1	How did you learn of our Service?
252	Q1	Cómo usted aprendió sobre nuestro servicio?
253	Q2	How many Adults live in your household?
254	Q3	What is your age group?
255	Q4	Are you a smoker
256	Q5	What Newspaper?
257	Q6	What magazine?
258	Q7	What TV network?
259	Q8	What Radio Station?

FIG. 2

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CHOICE ID	CHOICE CODE	CHOICE
001	A1	Magazine
002	A1	compartimiento
003	A2	TV
004	A2	televisión
005	A3	Newspaper
006	A3	periódico
007	A4	Radio
008	A5	Other
009	A9	1 Adult
010	A10	2 Adults
011	A11	3 or more Adults
012	A12	WYPT
013	A13	The Daily JournalPost
014	A14	Weekly Gazette
015	A15	Main Street Daily
016	A16	The Daily Examiner
017	A17	30 to 40

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FIG. 3

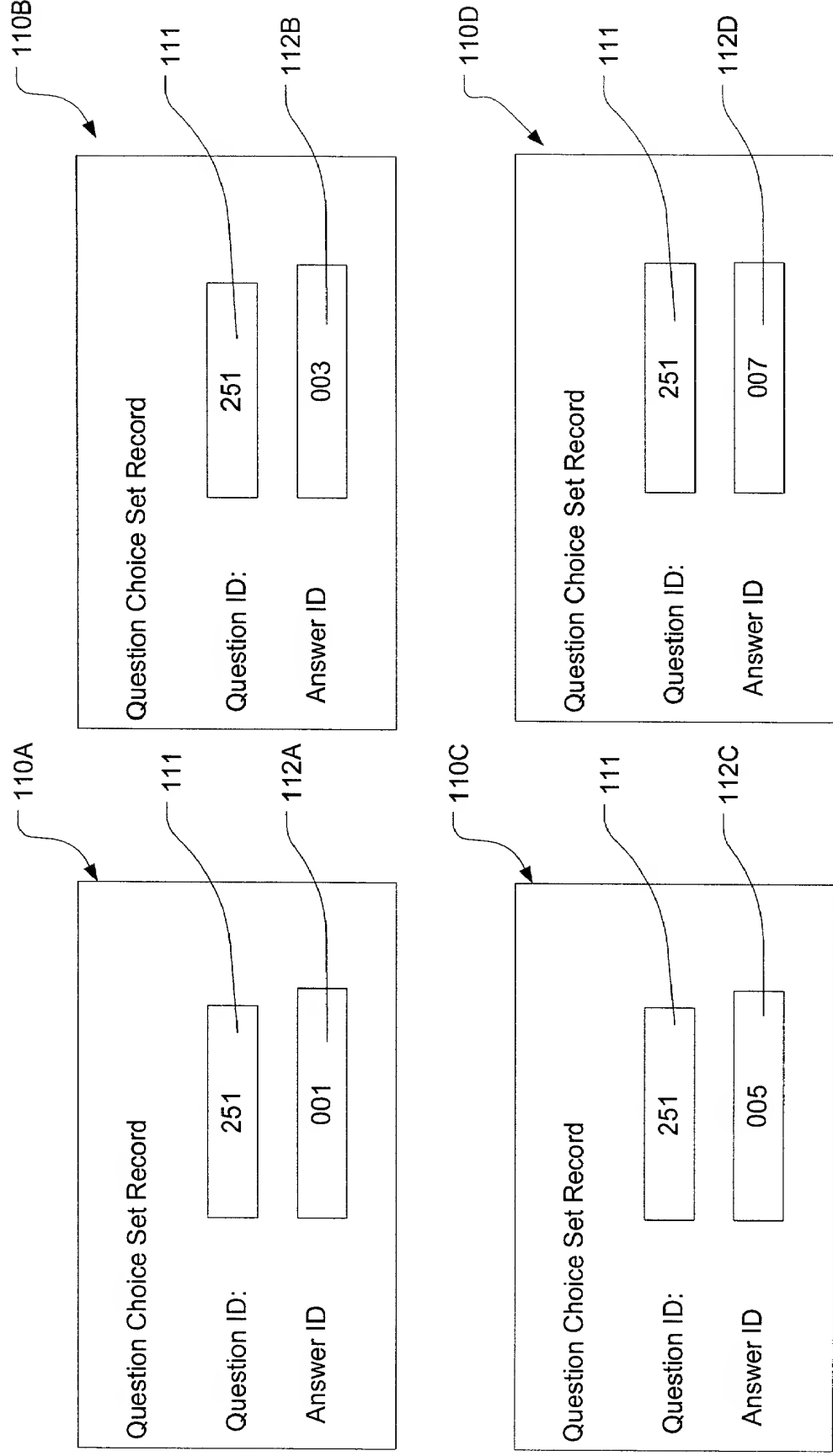


FIG. 4

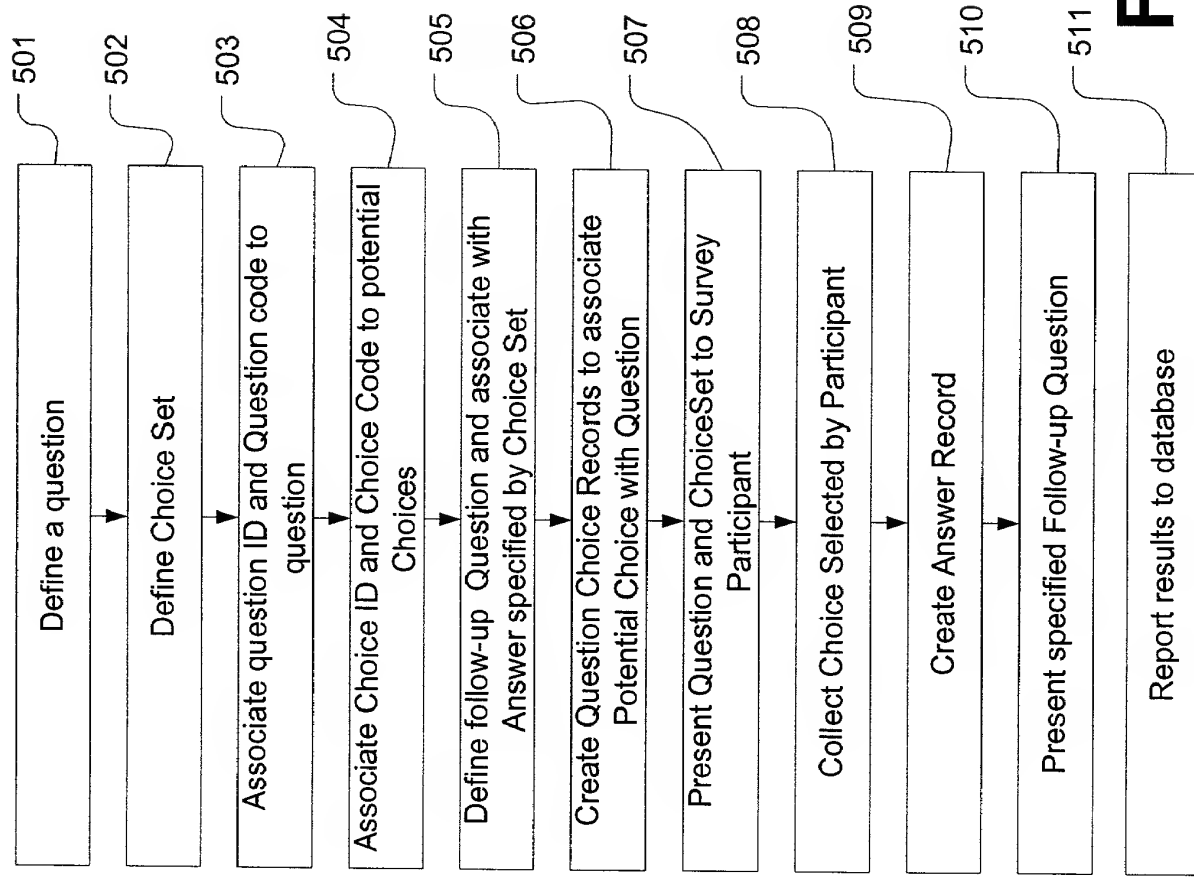


FIG. 5

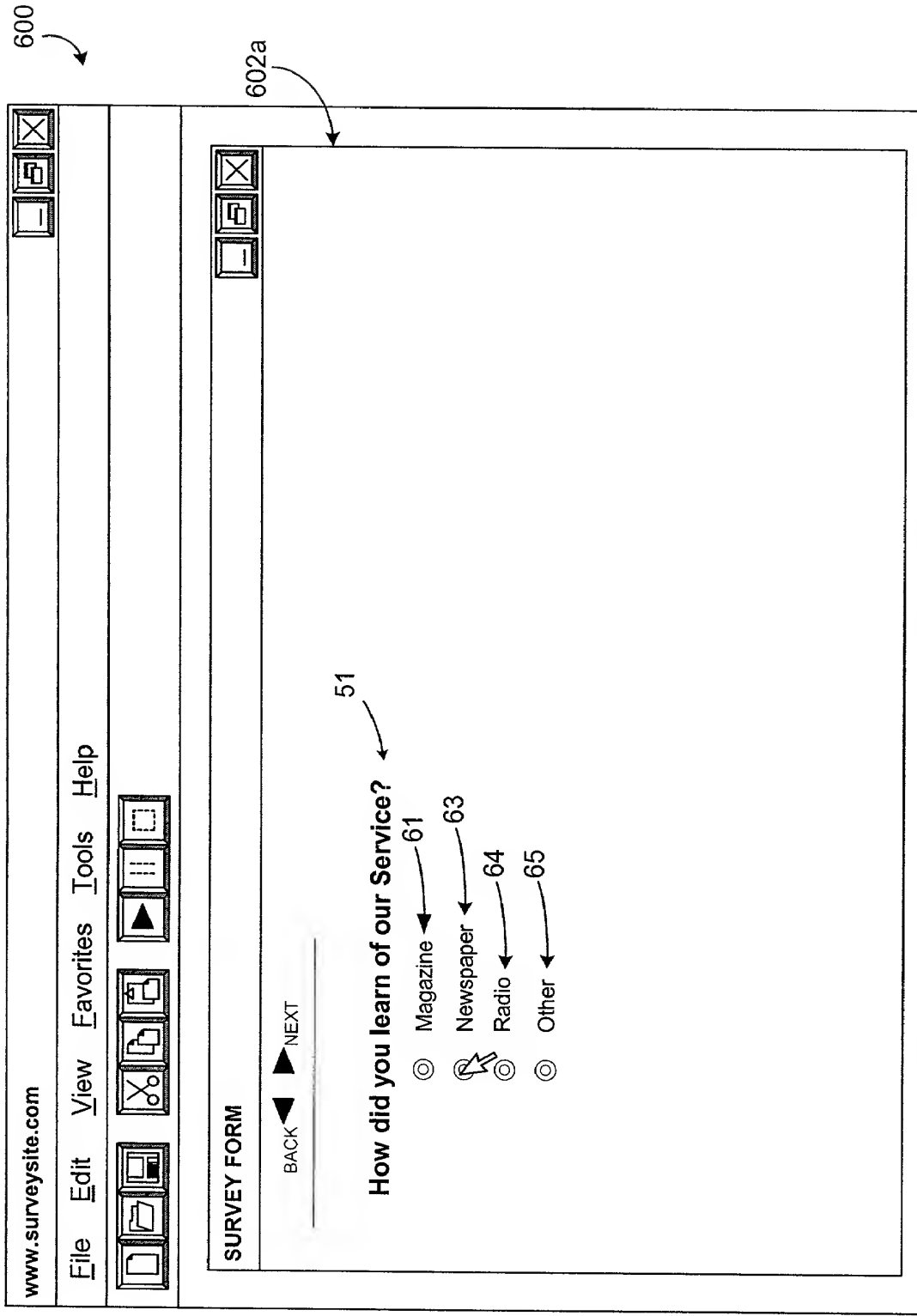


FIG. 6A

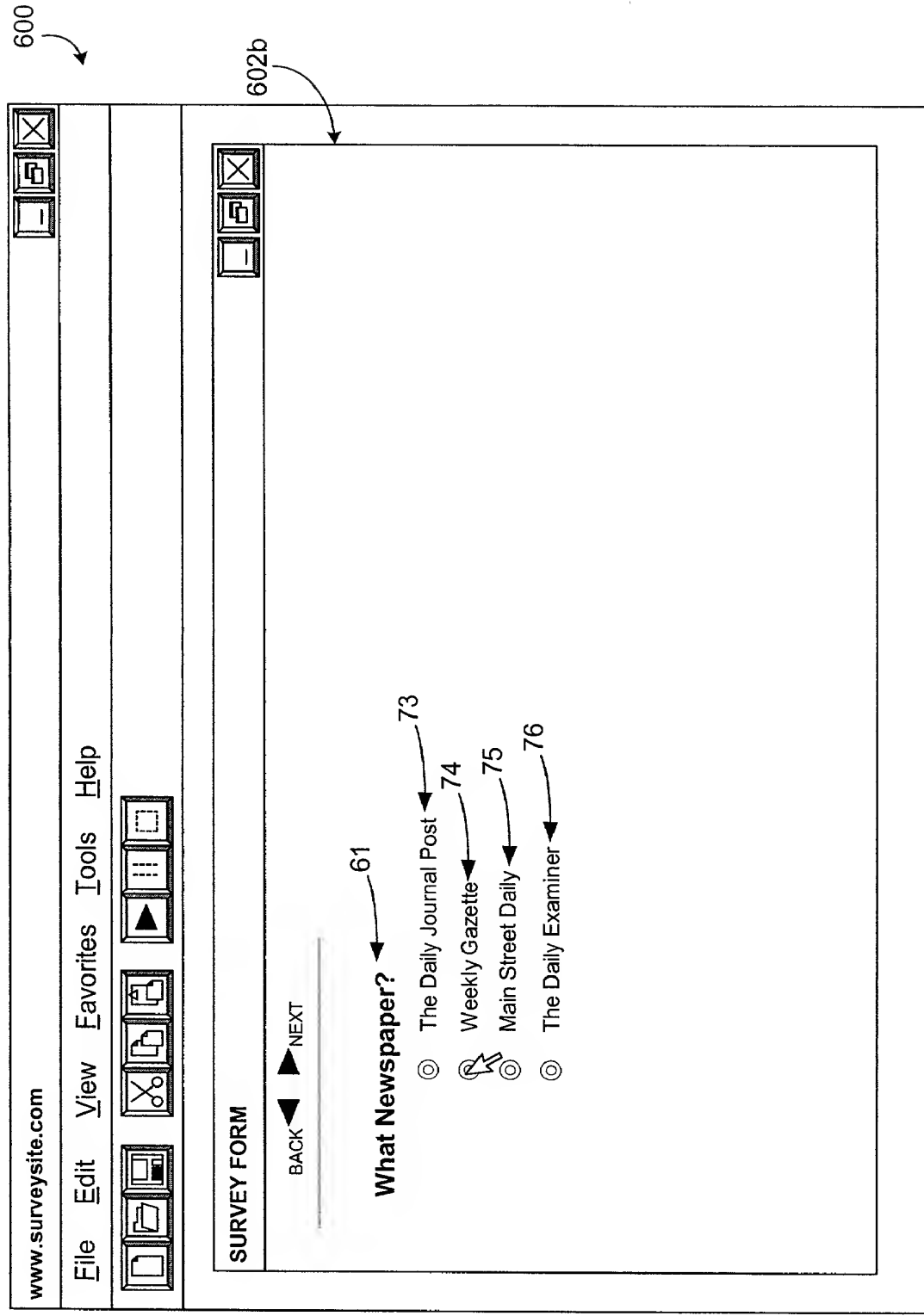


FIG. 6B

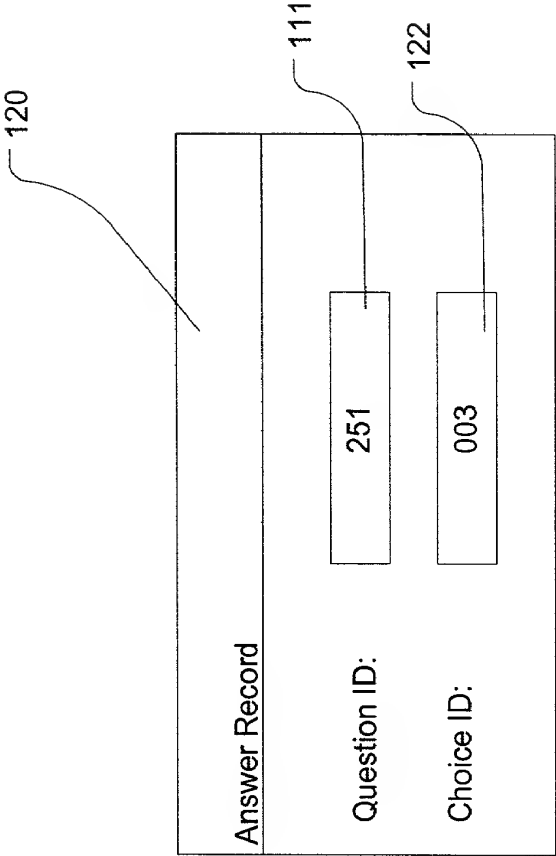


FIG. 7



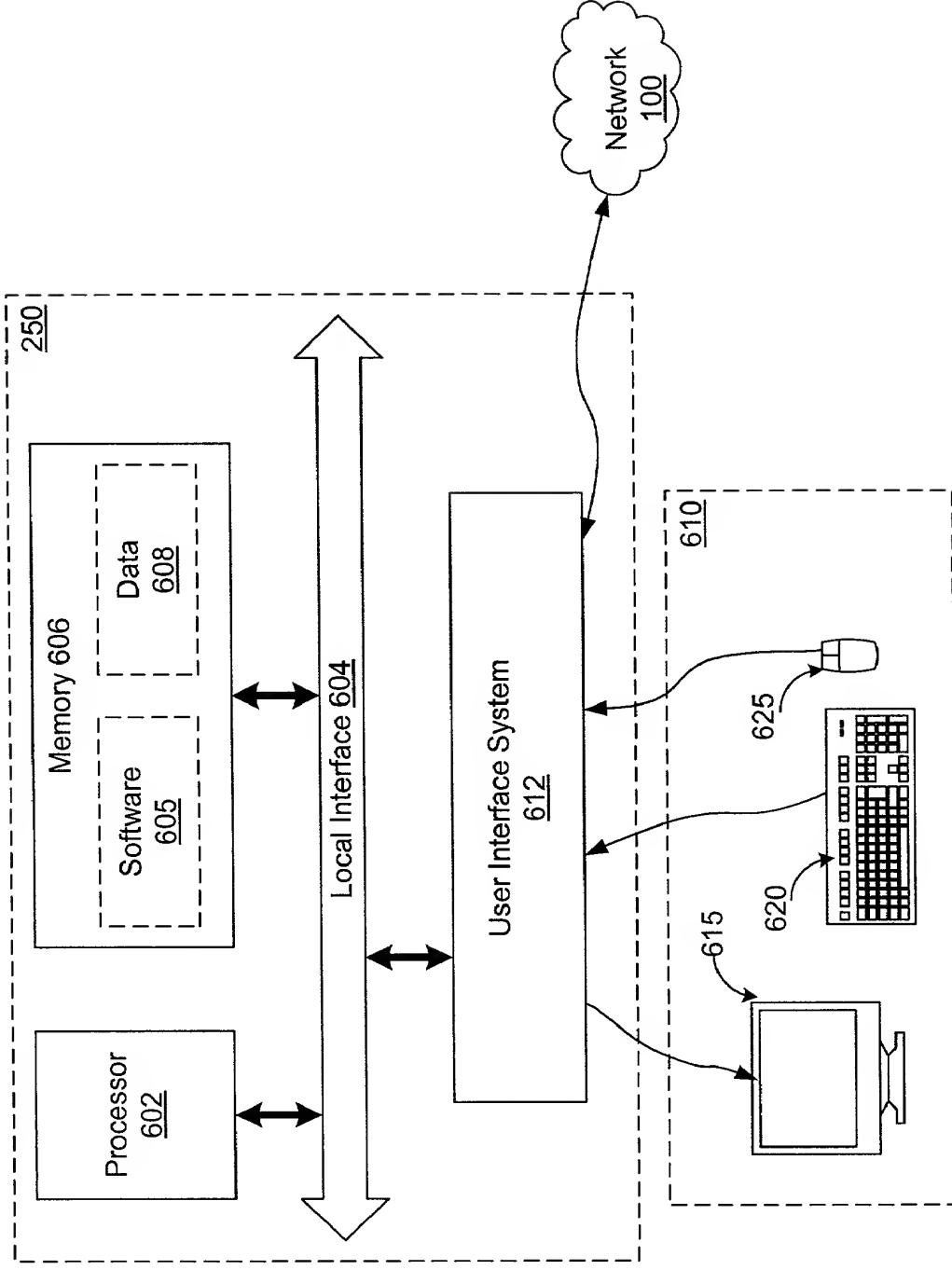


FIG. 8

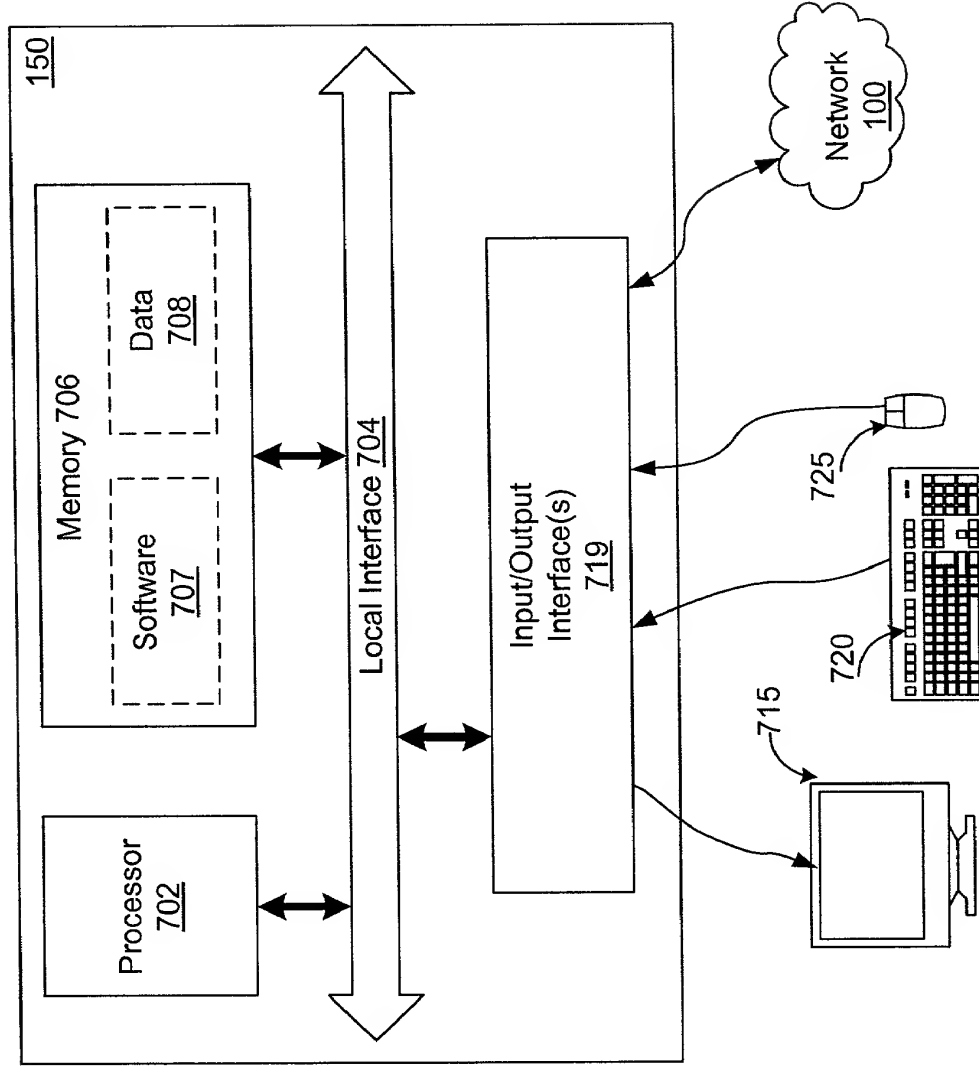


FIG. 9

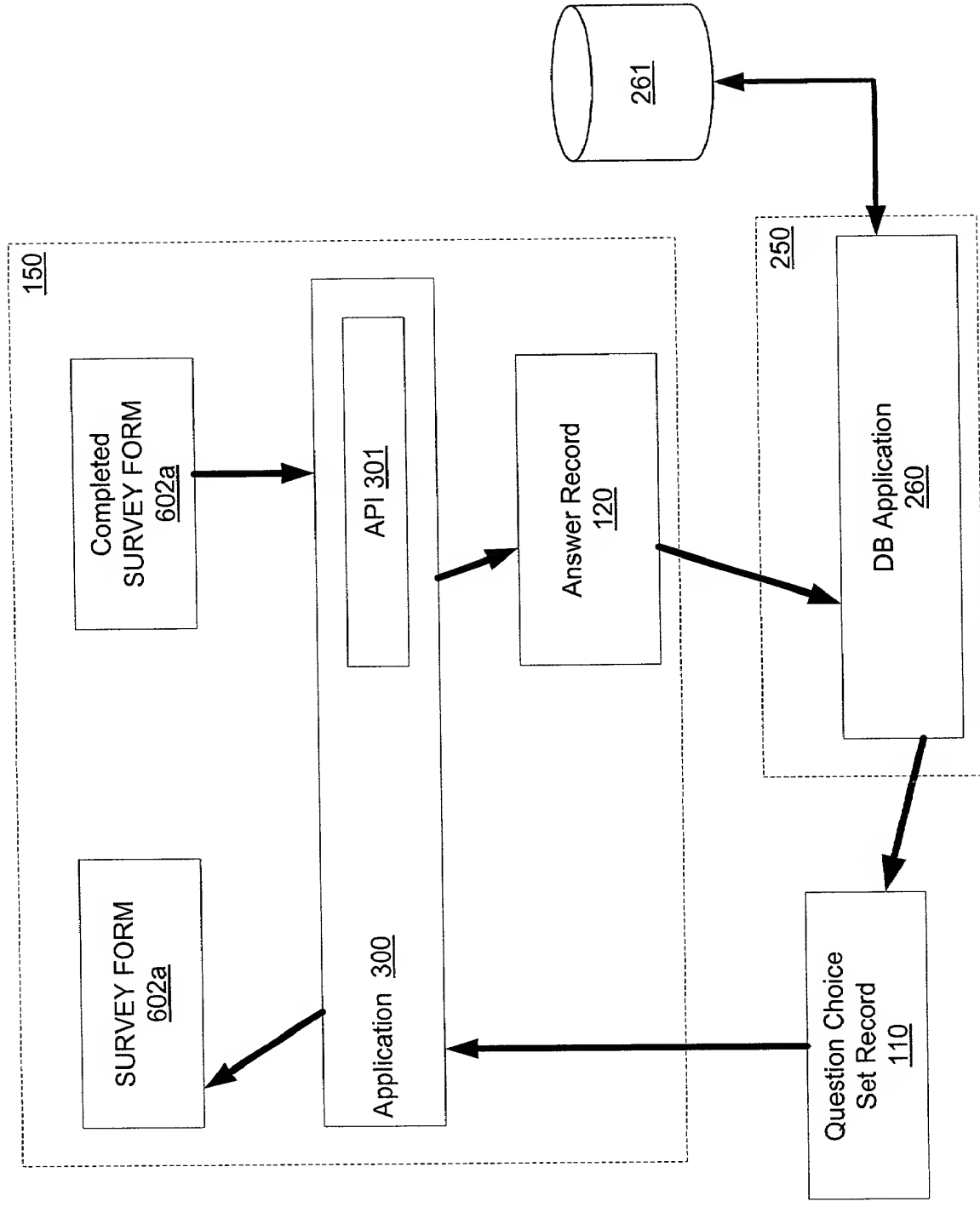


FIG. 10